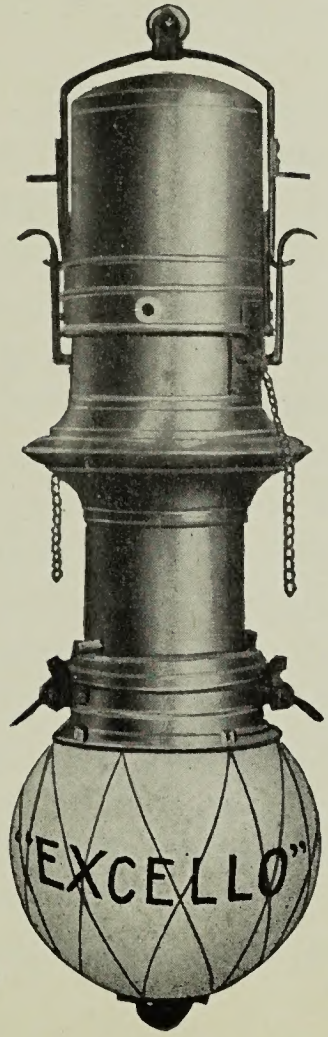
Seen Everywhere

The Excello Arc Lamp Company

118-132 W. JACKSON BOULEVARD
Chicago

30-32 EAST TWENTIETH STREET
New York

SEEN EVERYWHERE



The Excello Arc Lamp Company

New York
30-32 East 20th Street

Chicago
118-132 W. Jackson Boulevard

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SEEN EVERYWHERE

THERE are so many "Excello Flaming Arcs" now used in this country, that it would require a book far larger than this to supply a list of the names, yet so many prospective customers are continually asking for information about our installations that we have compiled this pamphlet of photographic reproductions of a few of our oldest and best known exhibits.

While we have among our customers most of the large industrial plants in all branches, the field is so large, and the difficulties of securing photographs so numerous, that we have purposely confined the illustrations contained herein to some representative and prominent places in the City of Greater New York, most of which are undoubtedly known to everyone.

We do not publish any of the many highly commendatory letters continually being received by us, but prefer to request prospective customers to write to any of the firms mentioned herein for confirmation of our claims, and should there be any special line of business that is not suitably comparable we will send other references on application.

Should we be unable to supply information of past installations approaching your requirements, our engineering department will cheerfully submit a lighting plan upon receipt of specifications and particulars of floor space, height of ceiling, obstructions, etc.

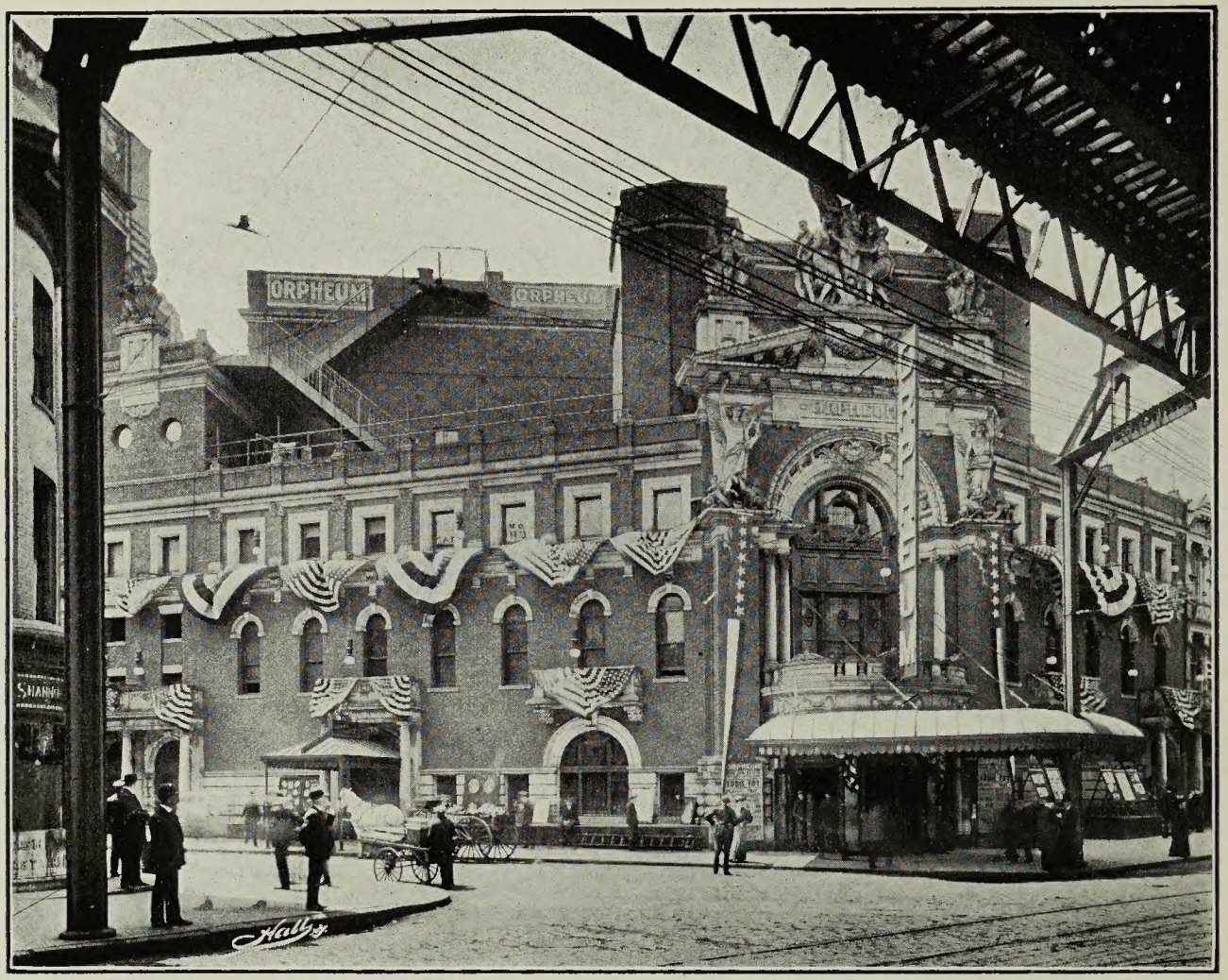
THE EXCELLO ARC LAMP COMPANY.

D. L. & W. R.R. CO. Jersey City Terminal, Hoboken, N. J.

Clock in tower illuminated by 2 lamps. Installed December, 1907

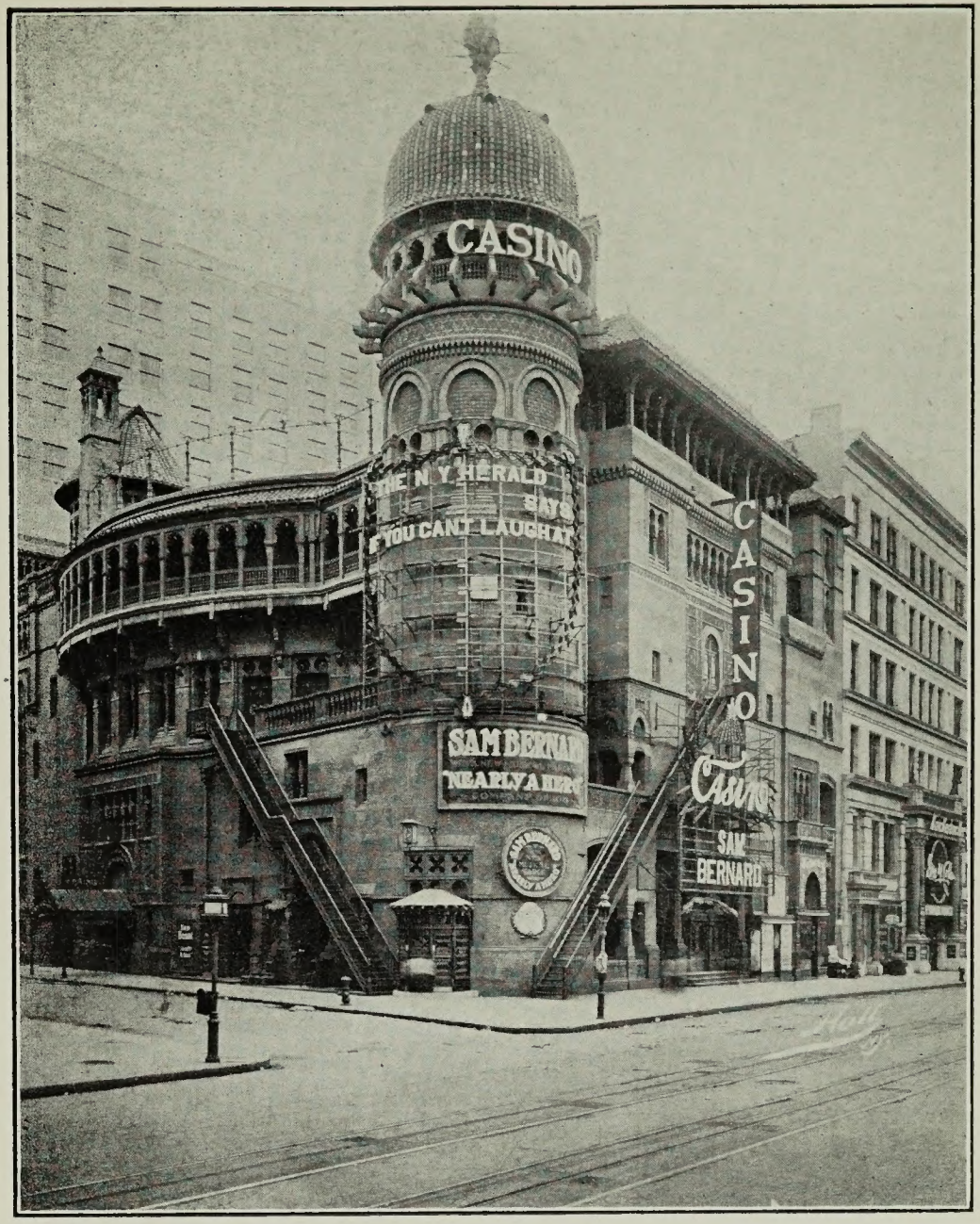
EDEN MUSÉE West 23rd Street, New York

2 lamps installed December, 1905. Operated satisfactorily ever since without any attention



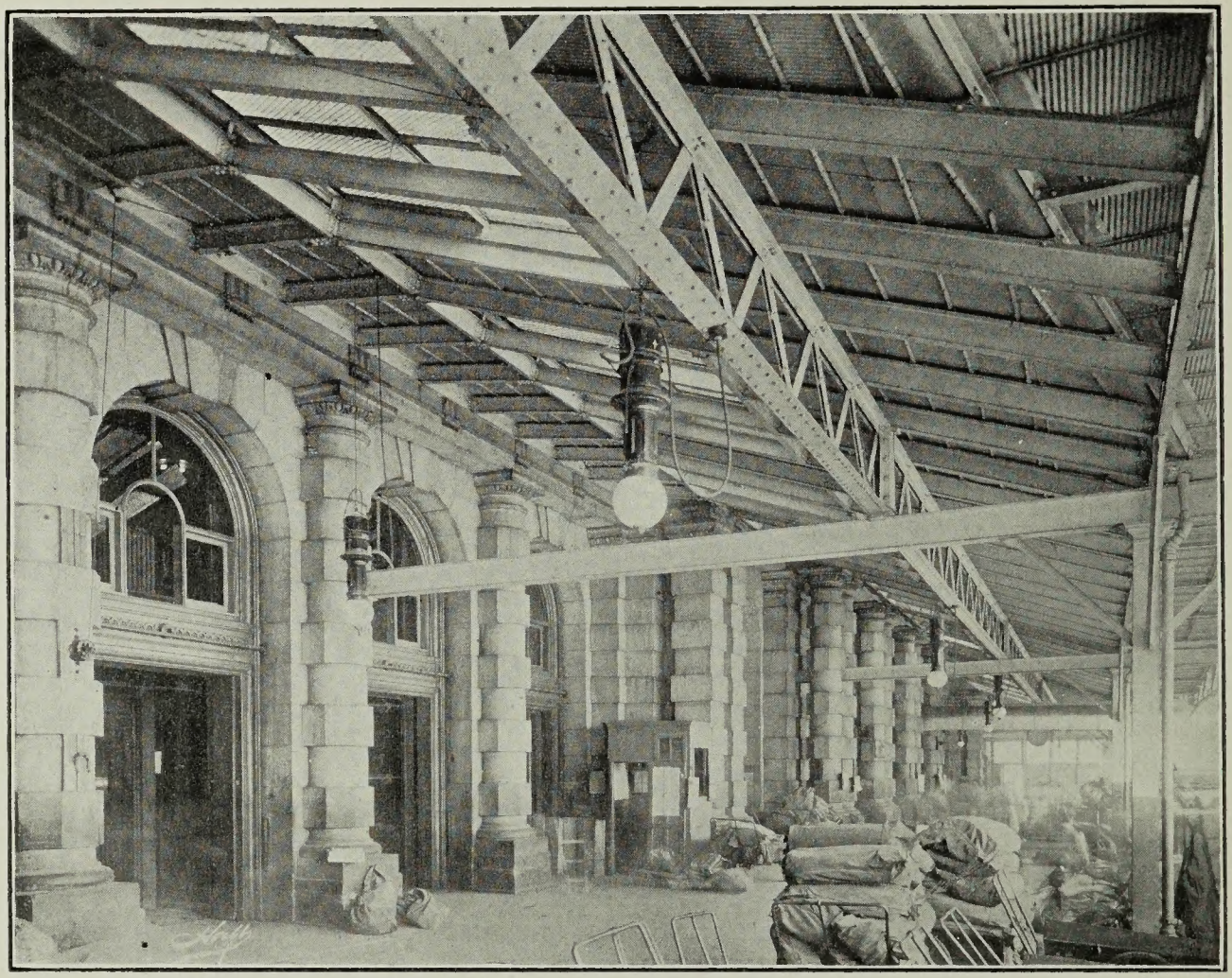
ORPHEUM THEATRE — Fulton Street, Brooklyn, N. Y.

12 lamps installed January, 1906, and operated continuously and satisfactorily since then without repair



CASINO THEATRE — New York

8 lamps installed November 4th, 1905. The first installation in the United States, still in operation without having been repaired

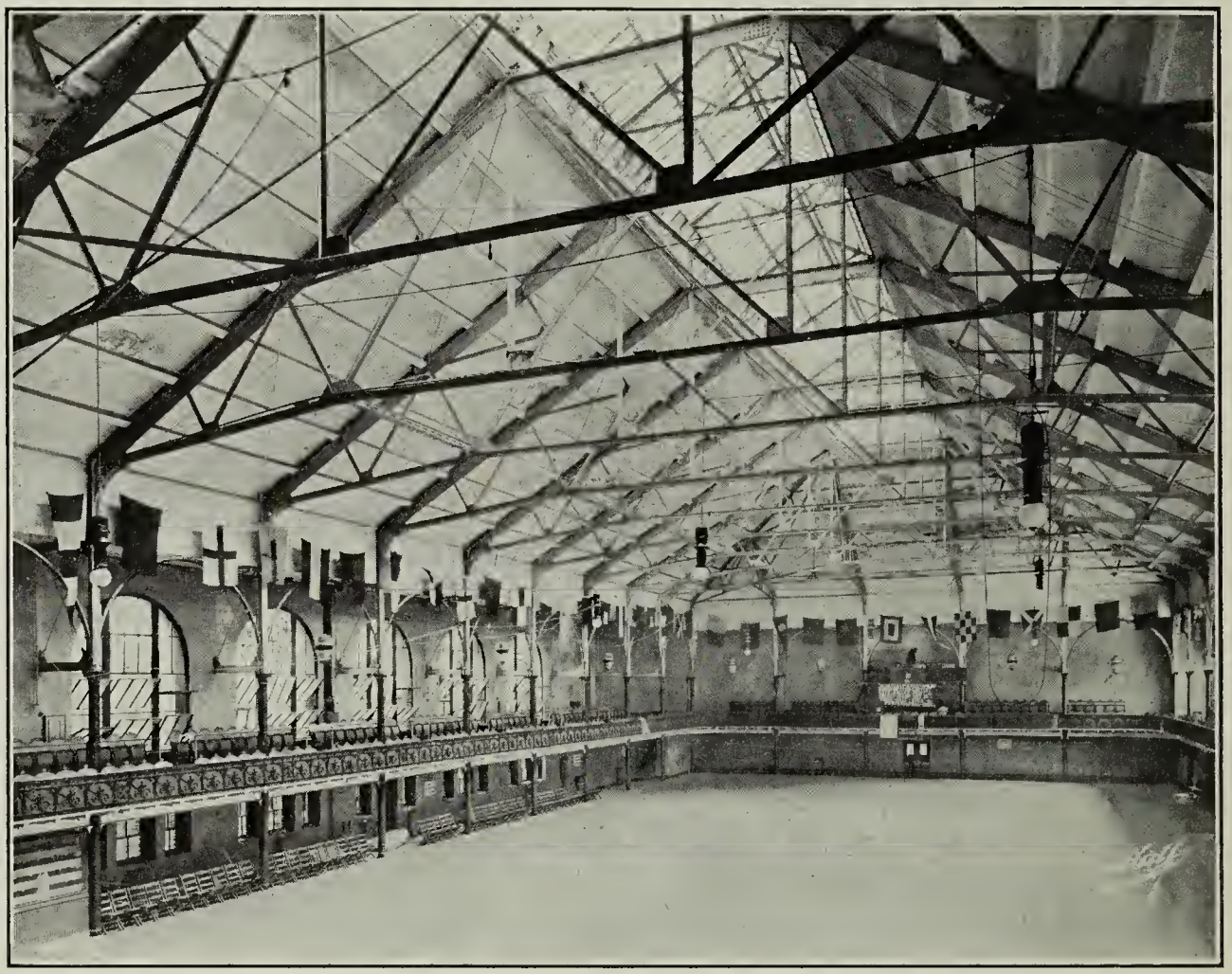


GENERAL POST OFFICE New York

10 lamps installed October, 1906. Operated continuously without repair or attention

BROOKLYN BRIDGE — Manhattan Station

20 lamps installed June, 1907, and January, 1908



ST. NICHOLAS ICE RINK 66th Street and Broadway, New York

8 lamps installed February 20th, 1907. *Inside.* Operated satisfactorily ever since without repair

ERIE RAILROAD — 23rd Street Terminal, New York

13 lamps, 3 outside and 10 inside and on the slips. Installed October, 1906

CHARLES FURTHMAN, HOTEL — 79 Park Row, New York

2 lamps installed March, 1906. Have been operated 24 hours per day ever since

J. LAUCHHEIMER & CO., Department Store — 86th Street and Third Avenue, New York

4 lamps for interior illumination, installed August, 1906. Operated satisfactorily ever since without repair

L. M. ROSENTHAL, Shoes. HOFFMAN, Gents' Furnishings 87-93 Avenue A, New York

4 lamps installed February, 1906

PANAMA R. R. & S. S. CO. Pier 27 N. R., New York

4 lamps replacing 12 Mercury Vapor Lamps—give twice the illumination. Installed Sept. 9th, 1907

NIGHT ILLUMINATION OF SIGNS — Cor. 34th Street and Broadway, New York

14 lamps installed February 9th, 1907. Operated successfully ever since without repair

BROAD STREET *AT NIGHT* Newark, N. J.

20 lamps installed May, 1906, to January, 1907. Operated continuously without repair

S. & W. BAUMAN, Dry Goods — 2161 Third Avenue, New York

4 lamps installed December, 1905. Operated continuously and satisfactorily ever since without repair

AUTOMATIC VAUDEVILLE—MOVING PICTURES, Union Square, New York

One of the first moving picture establishments in New York. 2 lamps installed March, 1906. Operated continuously since, without repair. Over 1000 Excello Lamps are used in similar places in Greater New York alone

F. W. WOOLWORTH & CO. Fulton Street, Brooklyn, N. Y.

One of the 125 stores equipped with Excello Flaming Arcs. All lamps doing continuous and satisfactory work. Installed June, 1907

NEW YORK THEATRE Broadway, 44th and 45th Streets, New York

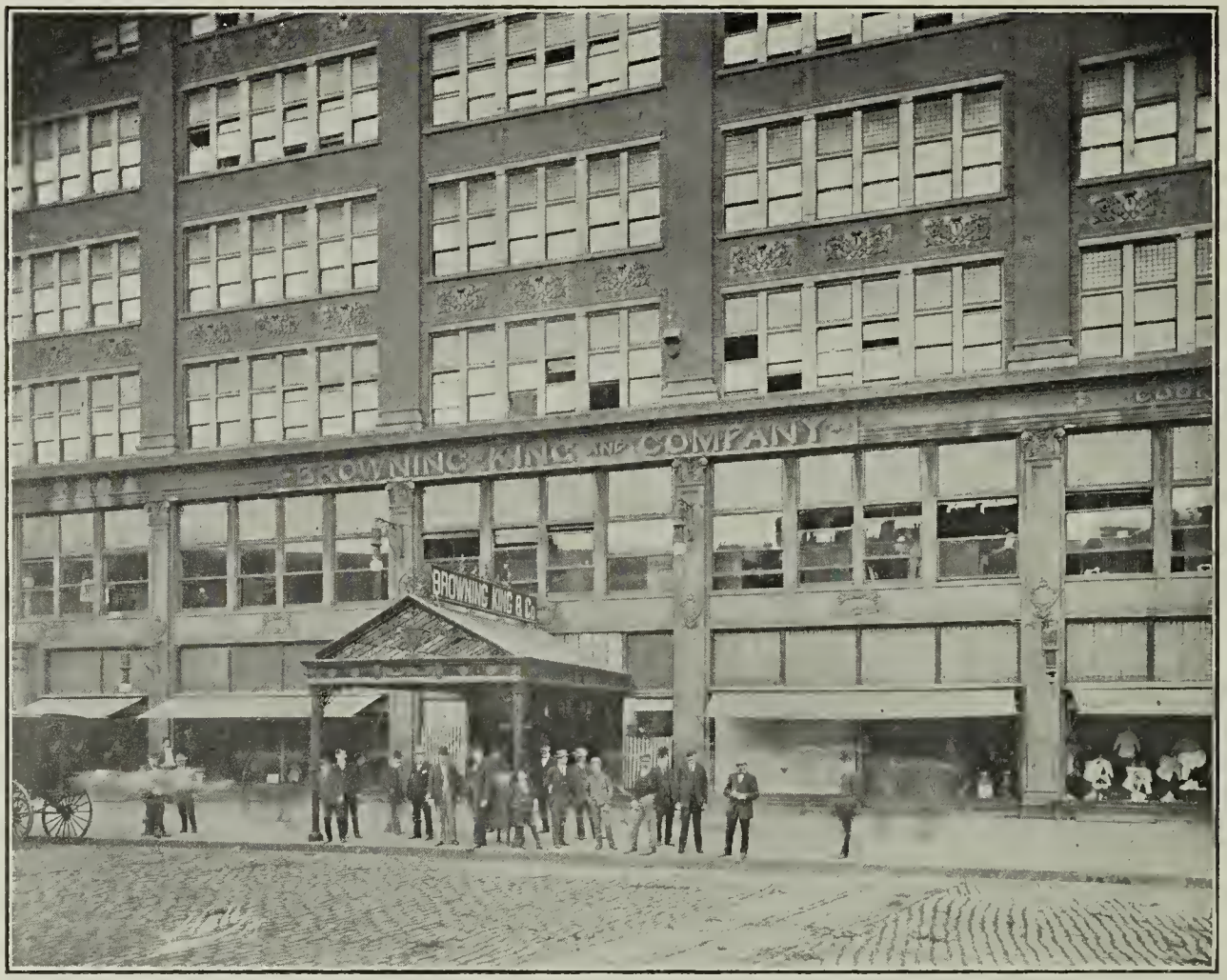
7 lamps installed August, 1906

HIPPODROME — 43rd and 44th Streets and Sixth Avenue, New York

10 lamps installed December 31st, 1907

ALHAMBRA THEATRE 7th Ave. and 127th Street, New York

10 lamps installed December, 1906. Operated satisfactorily ever since without repair

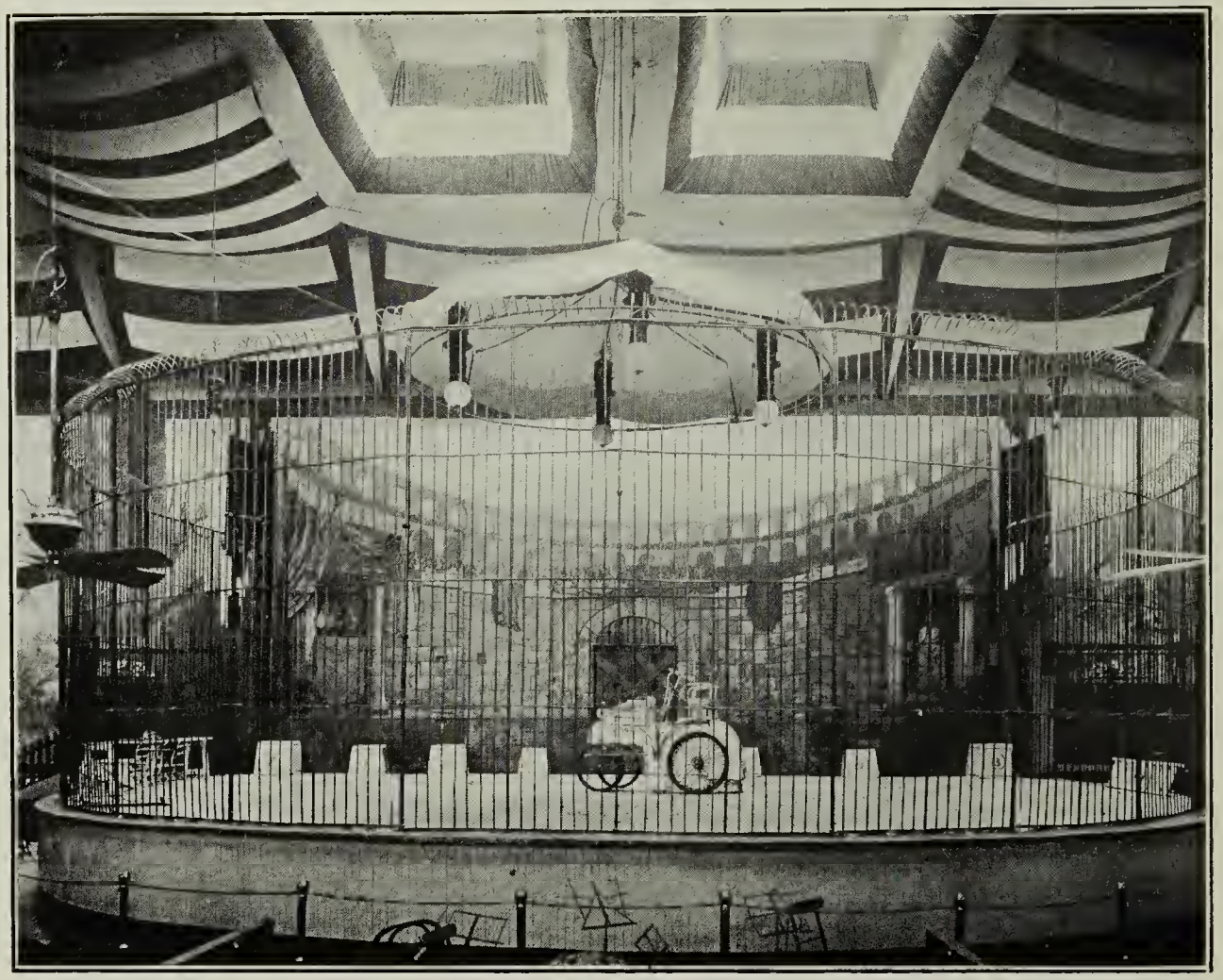


BROWNING, KING & CO. Cooper Square, New York

The second mercantile installation in the United States. 4 lamps installed December, 1905. They also purchased lamps for all out of town branches, none of which has ever failed to operate satisfactorily without any repairs being necessary

HUMPHREY'S ICE SKATING RINK *AT NIGHT* Cleveland, Ohio

9 lamps installed November, 1907. Operated inside successfully ever since without any repair



BOSTOCK'S ARENA Coney Island, New York

14 lamps installed May, 1906. Operated satisfactorily ever since without repair

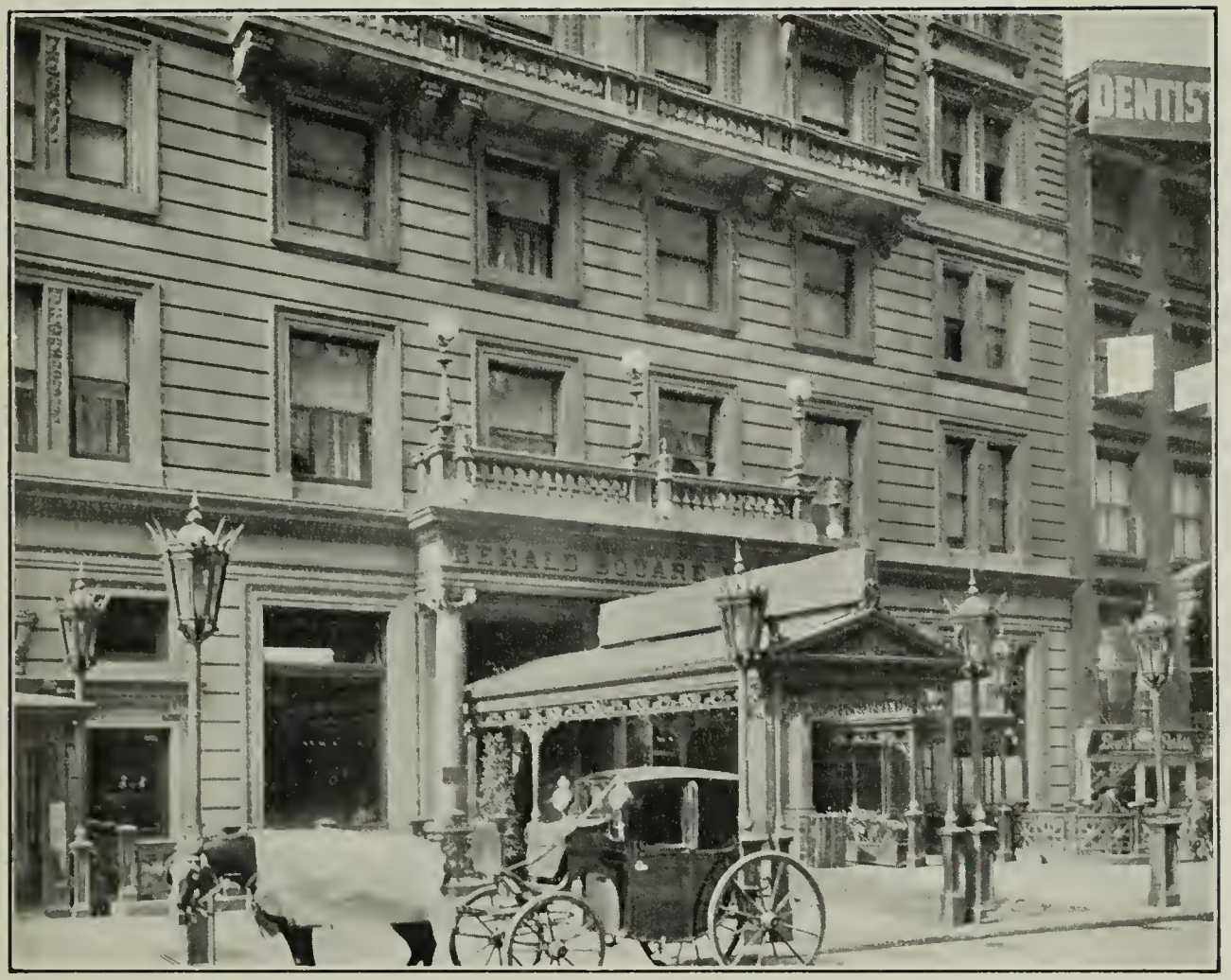
STEEPLECHASE PARK — Coney Island, New York

60 lamps installed when rebuilt May, 1908. Previous installation destroyed by fire July, 1907

SCHWARTZ BROS, Jewelers

1368 Broadway, New York

The first mercantile installation in the United States, December, 1905. Operated continuously and satisfactorily ever since without repair



HERALD SQUARE HOTEL — West 34th Street, New York

After trying imitations giving endless trouble, this hotel bought 4 Excellos, October 2d, 1907.
Operated satisfactorily ever since

FLATIRON RESTAURANT — 23d Street, Broadway and Fifth Avenue, New York

The most talked about building in America. 4 lamps installed July, 1906

UNITED CIGAR STORES CO. 42d Street and Broadway, New York

One of the many stores using Excello Lamps. Over 100 sold to them in all. Installed March, 1906

AVERY LIBRARY

The Geo. A. Powers Ptg. Co., 185 6th Ave., N. Y.